

Island Communities of Practice (ICoP): The Guide

Project:

ISL - Forming interdisciplinary Island Communities of Practice (ICoP) operating for sustainable cultural tourism models



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Lead Partner:

Cocreation Foundation (Germany)

Partners:

Sineterismos Ergazomenon COMMONSPACE (Greece)

Università degli Studi di Cagliari (Italy)

Centre for Sustainable Peace and Democratic Development - SeeD (Cyprus)

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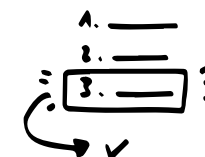
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Abbreviations

CoP: Community of Practice

ICoP: Island Community of Practice

This guide includes two practical worksheets to print out & fill out: Plan your own co-creative process with us





A. Introduction

The Island Community of Practice (ICoP) Guide of the ISL project, Erasmus plus, presents a step-by-step methodology in order for ICoPs to be formed. In fact, it aims at contributing to the fulfilment of specific objectives 2 “to provide innovative high-quality participatory tools for islanders to support active European citizenship” and also objective 4 “to foster team and community building on island level to co-design and co-create visions over a more sustainable cultural tourism future for their island”. This document constitutes a practical guide presenting how co-design processes (island workshops in this case) will support the ICoPs’ formation while it will also have a multiplying effect for other island areas that may be interested in following the ISL project methodology. Towards this end, the guide incorporates issues of defining the necessary terms, setting the goals, structure, and role of an ICoP, describing the way these communities can be formed and activated through co-creation processes. To support this, points of interest for initiators are included indicating what they should expect in such collaborative activities when the spatial entities of concern are island regions.

Co-design practices in this work are powerful and essential tools to ICoPs’ formation as their philosophy is based on the collaboration of its members in order to support and achieve a common goal (Catana et al., 2021). Communities of practice, under this scope, are developed through a process of continuous exchange of information and experience among their members and

co-creation processes are at the centre in the preliminary and implementation stage as essential in order for communities of practice to be created, to be evolved and to stay active and empowered through time.

In parallel and by taking into account the EU published Playbook on Communities of Practice (CoP), in which the Community of Practice Success Wheel methodology is initiated, in this guide a specific attention to the first stage of the CoP creation is highlighted, e.g. Vision, as the core step that helps community members to develop synergies and grow (Williquet, et al., 2021). In fact, it is mentioned that 2 out of the 5 success factors for CoP to grow are the step of visioning as well as the embrace of participation and engagement. **Defining the scope** and **creating a common vision** for the development of CoP is also stated by Sandström and Woodley as well as Wenger-Trayner E. and B. in their research work as the first steps in this development process. The definition of your CoP and its purpose will steer every major decision you make for and regarding your community. In some ways it is like **a vision** or mission statement, a goal connected to the objectives of the ISL project and its island workshops (Koutsi et al., 2023).

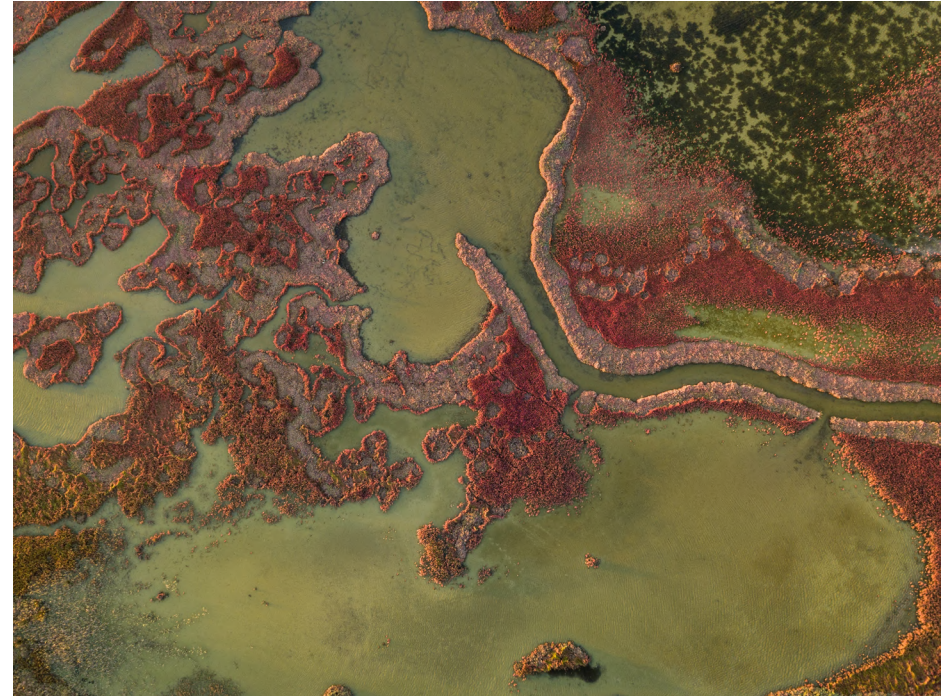
This is also the specific focus of this guide giving an overview of the ICoP idea and giving more specific directions that will support interested individuals and groups on how to define



their ICoP's vision. For the purposes of the ISL project a focus on sustainable tourism initiatives is given and ICoPs are considered to be a useful mechanism to support effective decision making and innovative structures towards better governance, cooperation and collaboration to boost sustainable tourism development on island regions. This is also supported by the role of CoP as living repositories of ideas, stories, conflicts, and data useful to support the sharing of existing knowledge. In fact, the experience people have to share is clearly important in tourism development, especially when it comes to cultural tourism options representing local cultural assets and local identity. At the same time tourism activity, besides being defined by local identity and dynamics, it is also a powerful driver impacting, defining and creating local identity and in lots of cases towards negative attributes (Fusté-Forné and Nguyen, 2018; Ballesteros and Ramirez, 2007). In addition, taking into account that local tourism governance structure is able to be influenced by local projects and actions, the action of CoPs in the tourism scheme is rated as highly important. Finally, considering the spatial context of reference, e.g. island communities, as those characterized by strong relationships among them, a more systematic way of operation is more imperative than ever against the intense tourism activity that threatens their sustainability profile.

To conclude, the goal of this guide is to provide an overview of the concept of Island Communities of Practice (ICoP) and shed

light to the importance of co-creation processes to their successful operation and development. An emphasis is given to the first step of the process, namely Vision, as the core statement to define ICoP. This guide addresses private and public representatives that are keen on initiating ICoP in island regions mostly about sustainable culture-led tourism.





B. Definitions

In this section a specific reference to the terms Communities of Practice, Island Communities of Practice and also co-creation is conducted in order to offer a common understanding of the terms to the readers.

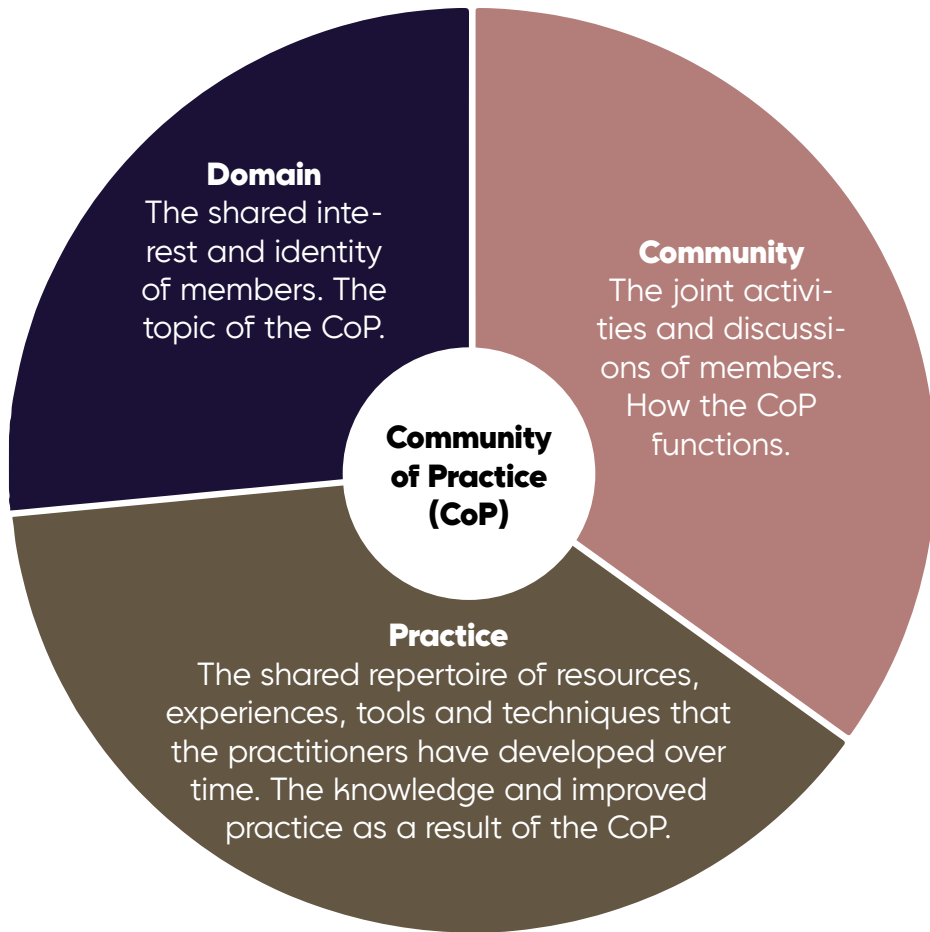
B.1. Communities of Practice

„Communities of practice are groups of people who share a concern or a passion for something they do and learn how to do it better as they interact regularly.“

(Wenger-Trayner and Wenger-Trayner, 2015)

In fact, a CoP is an interactive and member-driven network of people who come together to learn and support individual and group goals. Although for many the term is not known, CoP is not a new approach, but it has steadily been used more and more as community engagement is also promoted in several sectors and decision-making schemes. All people have already been members of different kinds of CoP, as they exist in contexts where they have learned to learn and act together. At home, at work, at school, in our hobbies, we all belong to communities of practice. In many of them we are core members. In others we are merely peripheral. And we travel through numerous communities over the course of our lives. Under this context, all of us already belong to CoPs or act like we are members of one but most of us are not aware of it as it does not have a legal form (Pyrko et al., 2017).

In fact, communities of practice are everywhere. They are a familiar experience, so familiar perhaps that it often escapes our attention. Yet when it is given a name and brought into focus, it becomes a perspective that can help us understand our world better. In particular, it allows us to see past more obvious formal structures such as organizations, classrooms, or nations, and perceive the structures defined by engagement in practice and the informal learning that comes with it. According to Wenger-Trayner and Wenger-Trayner (2015), there are three core components of a CoP:



Domain: Community members have a shared domain of interest, competence and commitment that distinguishes them from others. This shared domain creates common ground, inspires members to participate, guides their learning, and gives meaning to their actions. The domain is also connected with the vision stating the goal of the community. You can find the domain by asking: Why are we doing it?

Community: Members pursue this interest through joint activities, discussions, problem-solving opportunities, information sharing and relationship building. The notion of a community creates the social fabric for enabling collective learning. A strong community fosters interaction and encourages a willingness to share ideas. You can define the community by asking: Who are doing it?

Practice: Community members are actual practitioners in this domain of interest and build a shared repertoire of resources and ideas that they take back to their practice. While the domain provides the general area of interest for the community, the practice is the specific focus around which the community develops, shares and maintains its core of collective knowledge. You can define the practices used by asking: How are they doing it?

Becoming part of a CoP is more about what the members can learn from each other, and what they can achieve by learning together.

Figure 1. The three components of CoP. Source: Read et al., (2023).



B.2. Forming the ICoP definition

Island Communities of Practice (ICoPs) are inspired by Wenger E.'s (1998) definition on CoP described above, referring to those founded and operate by islanders for the benefit of their island territories. Their creation targets at empowering island communities to foster stable working teams to sustain and promote the sustainable place-based development of their island.

In order to better understand the form and role of those communities, the three counterparts that form a CoP are described below to present the ICoP definition and further analysis.

Domain: The ICoP's of the ISL project are focused on trying to absorb sustainable tourism practices (preferable cultural tourism ones) in order to support the change / preservation of a tourism model that fits local expectations and needs, it is in alliance with local values and meets local sustainability goals. Although this is the general objective of the main target of the ICoP to be formed, each community will define their specific goal fitting their core values and needs.

Community: Speaking of ICoPs operating towards sustainable tourism choices, the following target groups are endorsed to

participate, as the primary groups of stakeholders that initially form local activity groups in this matter:

1. Island Municipalities' representatives (decision-making level).
2. Professionals from the hospitality and tourism sector (private sector).
3. Local cultural organisations (public and private entities).
4. Academics that can prove a relationship with the study areas offering significant research and theoretical background to the group.
5. Local associations and already existing groups active in fields related to the cultural tourism profile of their island.
6. Interested individuals of all ages.

The aforementioned groups are the general categories proposed to be involved in such kind of activities, but each region and island is unique and the ICoP members are endorsed to reflect local characteristics and needs.

Practice: This aspect is characterized as a unique point of each ICoP as its members will define and decide the most suitable ways to communicate, exchange knowledge, act, and work towards the accomplishment of their common goals. Towards this end, systematic participatory practices and structures are endorsed to be used; helping communities to grow, stay connected and empowered.



B.3. Co-Creation

When planning the ISL project it was clear from the beginning that cocreation is at the heart of the project methodology and aims. But what does co-creation actually mean and how it is incorporated in the aspects of the project and finally the formation of ICoP?

Co-creation is a dynamic and collaborative process that involves multiple stakeholders working together to create value, solve problems, and innovate. Unlike traditional top-down approaches, where companies or organizations develop products, services, or solutions on their own and then present them to their audience, cocreation emphasizes active involvement and input from various parties, such as customers, employees, partners, and even the general public. The term “cocreation” gained prominence in the early 21st century as a response to the changing landscape of innovation and engagement. It emerged as a recognition that valuable insights, diverse perspectives, and collective wisdom can lead to more effective and relevant outcomes. This approach is particularly relevant in today’s interconnected world, where technology enables rapid communication and collaboration across geographical boundaries (Ind and Coates, 2013).

Co-creation goes beyond mere participation. While participation involves individuals contributing their input or feedback to a predefined process or solution, cocreation involves these individuals playing a more integral role in shaping the process itself and codesigning the solutions. It blurs the lines between producers and consumers, recognizing that consumers often possess valuable insights that can drive innovation. In cocreation, stakeholders collaborate throughout the entire innovation lifecycle – from idea generation and concept development to testing, refining, and eventual implementation. This approach not only results in more innovative and relevant outcomes but also fosters a sense of ownership and engagement among the participants. Overall, co-creation represents a shift from traditional hierarchical structures to more inclusive and participatory models of innovation and problem-solving. By leveraging the collective intelligence and creativity of diverse stakeholders, cocreation holds the potential to drive meaningful and sustainable change across various domains (Foth, 2017).

In recent years co-creation has been used more frequently in urban planning contexts as well, where it involves engaging residents, community members, local businesses, and other stakeholders in collaborative decision-making processes. Unlike traditional top-down urban planning, co-creation invites these stakeholders to actively contribute their insights, needs, and ideas in shaping the development of neighborhoods, public



spaces, and urban projects. This approach has been used to design more inclusive, responsive, and vibrant urban environments that cater to the diverse requirements of the community. By involving residents in the planning process, co-creation ensures that local knowledge and aspirations are integrated, resulting in more sustainable and people-centered urban developments (Leino and Puumala, 2021).

Co-creation is also defined to be a success factor in the creation of CoP and ICoP in extent, defining the purpose and objective of the community as well as the interests and resources of its members.





C. Building ICoPs – A co-creation process from scratch

C.1. Cultivating an Island Community of Practice (ICoP)

Although building and sustaining communities is declared as necessary in an ever-increasing way, it is not always an easy task. Building a community poses challenges such as managing diverse perspectives, overcoming communication barriers, and fostering trust among members. Balancing inclusivity with exclusivity, sustaining engagement, and effectively resolving conflicts are crucial for community growth as well. In addition, managing diverse expectations also adds complexity and insecurity to community's sustainability. Adapting to changes while maintaining the community's essence requires effective communication, strong leadership, and a commitment to inclusivity and support.

But establishing an Island Community of Practice does not need to be a daunting task. By being prepared, organized and methodical as well as by starting small, with both people and activities can help your ICoP to evolve organically. The key is to ensure a core group of people that are dedicated to learning together and grow together; steadily finding the way to reach their objectives and goals.

The initial steps that need to be taken into account when planning to build an ICoP are the following:

- 1. Set strategic context and identify ICoP components:** Identify what problems will be addressed by the ICoP and articulate a strategic value proposition. Make sure you have identified ICoP's main domain, community members and set of practices!
- 2. Educate:** Provide workshops/presentations to educate potential members about ICoPs. Education needs to include establishing a common understanding language to legitimize ICoPs and explanation regarding how CoPs are self-defined and self-managed.
- 3. Just Start:** As long as there is a small group of passionate people, get going with ICoP activities then don't wait and start building your vision and actions.
- 4. Support:** Ensure the relevant people are provided with process support, coaching as needed.
- 5. Encourage:** Publicise successes and find funders to support the work of the ICoP, as essential points to maintain its sustainability in the future.
- 6. Refine:** Identify and remove/minimise barriers to ICoP engagement and operation which derive through continuous dialogue developed among its members.

These steps are further explained and enriched by Cuddy (2002), who identified **seven actions** that could be taken in order to **cultivate CoPs**:

1. Design the community to evolve naturally – Because the nature of a community of practice is dynamic, in that the interests, goals, and members are subject to change, CoP forums should be designed to support shifts in focus.
2. Create opportunities for open dialog within and with outside perspectives – While the members and their knowledge are the CoP's most valuable resource, it is also beneficial to look outside of the CoP to understand the different possibilities for achieving their learning goals.
3. Welcome and allow different levels of participation – Wenger identifies 3 main levels of participation. 1) The core group who participate intensely in the community through discussions and projects. This group typically takes on leadership roles in guiding the group. 2) The active group who attend and participate regularly, but not to the level of the leaders. 3) The peripheral group who, while they are passive participants in the community, still learn from their level of involvement. Wenger notes the third group typically represents the majority of the community.
4. Develop both public and private community spaces – While CoPs typically operate in public spaces where all members share, discuss and explore ideas, they should also offer pri-

vate exchanges. Different members of the CoP could coordinate relationships among members and resources in an individualized approach based on specific needs.

5. Focus on the value of the community – CoPs should create opportunities for participants to explicitly discuss the value and productivity of their participation in the group.
6. Combine familiarity and excitement – CoPs should offer the expected learning opportunities as part of their structure, and opportunities for members to shape their learning experience together by brainstorming and examining the conventional and radical wisdom related to their topic.
7. Find and nurture a regular rhythm for the community – CoPs should coordinate a thriving cycle of activities and events that allow for the members to regularly meet, reflect, and evolve. The rhythm, or pace, should maintain an anticipated level of engagement to sustain the vibrancy of the community, yet not be so fast paced that it becomes unwieldy and overwhelming in its intensity (Wenger et al., 2002).



**Don't know
how to start
yet?** Think
about
co-creation
practices!



Co-creation and participatory practices are crucial in community building as they foster a sense of ownership, inclusion, and empowerment among members. By involving the community in decision-making processes, these practices promote a shared vision and encourage active engagement.

They help build trust, strengthen relationships, and ensure that diverse perspectives are considered. Moreover, participatory approaches enhance the sustainability and effectiveness of community initiatives by harnessing collective wisdom and resources, ultimately leading to more resilient and cohesive communities. Especially, when it comes to CoP and in this respect ICoP, participatory practices are particularly necessary due to the following reasons:

Knowledge Sharing and Collaboration: In ICoP, members come together to share knowledge and expertise. Co-creation facilitates open communication, encouraging members to actively contribute their insights and experiences, thus fostering a culture of collaborative learning and knowledge exchange.

Mutual Learning and Development: In ICoP, individuals learn from each other through shared experiences and interactions. Inclusive participatory approaches enable members to actively engage in the co-creation of knowledge, promoting mutual learning and development within the community.

Shared Purpose and Identity: Participatory practices help create a shared sense of purpose and identity within a ICoP. By involving members in decision-making processes and encouraging active participation, these practices reinforce the collective commitment to achieving common goals and objectives.

Continuous Innovation and Improvement: ICoPs thrive on continuous innovation and improvement. Co-creation fosters a culture of experimentation and feedback, allowing members to collectively identify and implement innovative solutions to challenges, thereby driving continuous improvement within the community.

Community Cohesion and Resilience: Through active participation, ICoP can enhance their cohesion and resilience. Such practices build a strong sense of belonging and support among members, enabling the community to adapt to changes, address uncertainties, and overcome challenges collectively.

Want to start your co-creation workshop and start building your community's vision? **Read the next chapter carefully!**



C.2. Structuring a co-creative methodology – The Berlin workshop concept

In order to provide readers with all the necessary information and inspire them to start, we chose to present our unique experience of how we inspired, co-created and formed the island workshops of the ISL project in three island regions of the Mediterranean, namely Greece, Cyprus and Sardinia (Italy). In fact, below our experience on our internal co-creation workshop in Berlin (Germany) is presented.

The goal of the Berlin Workshop was for two representatives of each organization (Cocreation Foundation, COMMONSPACE, SeeD, University of Cagliari) to come together in Berlin for two days to cocreate the concept for the Island Workshops that would be held as part of the ISL project. Co-creating this workshop concept together as a group meant that all workshop participants could include their ideas and perspectives into an idea that developed on the spot. This also meant that the participants had the maximum amount of creative license from beginning to end, which usually results and more fruitful ideas that participants identify with more strongly, since they genuinely helped create it. In addition, this would also be an opportunity for the partners to test the cocreation process and identify cri-

tical aspects that may affect the success rate of its operation. It was clear from the beginning that a concept for the Island Workshops would have to be developed during this cocreation process. This was the sole limitation given to the participants. How that concept would look was completely up to the participants. This meant that cocreation was very much at the root of the entire ISL project, since the Berlin workshop used a co-creative methodology to develop the concept for the island workshops, that also would have a co-creative mindset.

In fact, the workshop in Berlin fulfilled several functions:

1. having all ISL partners get to know each other;
2. getting all ISL partners in a co-creative mood and sharing the co-creative spirit;
3. building a common strategy, exchanging experiences and good participatory practices and field experiences;
4. co-creating the concept for the Island Workshops.



C.3. Schedule and design of the Berlin workshop

Through a well prepared and organized cocreation workshop ISL team had the opportunity to exchange ideas, brainstorm, imagine and finally decide the suitable format of the island workshops which are planned to focus on building island visions for sustainable tourism development related to the operation of ICoP at local level. To this end several participatory methods and tools used such as brainstorming, inspiration walks etc., parts presented to a well-prepared workshop script. After two days of teamwork and reflection the “Treasure Island Workshop Concept” was created representing our own treasure hunt to discover the values and needs hidden in each destination and can create a more sustainable tourism vision for each case.

C.4. Result of the Berlin workshop: The Treasure Island Workshop Concept

The Berlin workshop concept stands as a testament to the power and potential of co-creative processes, a dynamic interplay of advantages and challenges that ultimately culminated in a unique and robust outcome – the Treasure Island Workshop Concept. Throughout the workshop, the advantages of cocreation became evident, as participants embarked on a collaborative journey that nurtured their creativity, fostered a sense of ownership, and facilitated the pooling of diverse expertise. The exchange of ideas, experiences, and participatory practices not only enriched the process but also strengthened the sense of community among ISL partners.

One distinct advantage was the ability of co-creative processes to tap into the collective intelligence of the group, yielding multifaceted insights that no individual perspective could offer. As participants engaged in co-creative discussions and activities, they discovered innovative approaches and solutions that transcended their initial viewpoints. The developed concept reflects this, since all different viewpoints and different cultural perspectives can be found in it. The open and collaborative environment also encouraged risk-taking and experimentation, enabling the



exploration of new concepts and methods that may have otherwise remained unexplored.

However, co-creative processes are not without their challenges. Coordinating diverse perspectives and opinions can sometimes lead to complexities in decision-making and consensus-building. Co-creative processes thrive on active participation and rich input from participants, forming the foundation for innovative and inclusive outcomes. This reliance on collective involvement can present challenges when not all participants are engaged to the same extent. Uneven participation may lead to disparities in idea sharing, resulting in certain perspectives dominating the discourse while others remain marginalized. This imbalance can hinder the true diversity of ideas from surfacing, potentially limiting the scope of solutions and missing out on valuable insights. Effective facilitation and mindful structuring are crucial to ensure that all voices are heard, enabling a more comprehensive and equitable cocreation process that maximizes the benefits of collective intelligence.

The result of the Berlin Workshop was the “Treasure Island Workshop Concept”, co-created and developed by the ISL team through two days interaction and creative hands-on work.

During this process the results lead to the following core points:

1. Through the island workshops our main goal is to define local

values related to the existing cultural heritage potential as well as the ones connected with the tourism activity.

2. Our methodology contains a two-step process, starting by exploring and mapping local cultural values according to their importance to the local stakeholders. Through this process cultural routes are defined and selected for collective routes in order to further explored by local stakeholders. In the second step the focus is given to the tourism activity and the local’s vision towards future sustainable tourism goals. This vision is supported by local values related to culture and tourism highlighting aspects such as: to whom we are addressing to, what do we offer, and what is our goal through our activities.
3. Through creating this vision, we have completed the first step forward the establishment of a local ICoP for the selected case studies operating for sustainable tourism practices.

The pinnacle of the Berlin workshop was the final presentation of the Treasure Island Workshop Concept, a moment that showcased the true strength of the co-creative process. The participants’ enthusiastic participation in acting out the workshop format demonstrated their deep connection to the concept. This collective ownership and identification with the result highlighted the effectiveness of cocreation in producing outcomes that resonate with all involved. Indeed, the interactive presentation became the highlight of the two-day workshop. It exemplified



the tangible benefits of co-creative processes, illustrating how collaboration can lead to the creation of something remarkable that transcends individual contributions.



D. How to form ICoPs for sustainable cultural tourism: A step by step process for a co-creative workshop

D.1. Your own Co-creative workshop: A step by step guide

If you want to co-creatively develop a workshop concept, here is a useful step by step guide. Remember that co-creative processes are iterative. This approach allows for continuous refinement, adaptation, and improvement based on feedback and insights gained from previous iterations.

Before embedding to the actual implementation and operation of the participatory process you are up to, there is an essential preparatory step that you need to complete and ensure the success of your participatory activities. Indeed, drafting a Participatory Plan will help you understand better what you want to address, what you need to prepare and what you need to communicate among the organizing team as well as towards the participants of the participatory workshop. The participatory plan will reflect all the information that you will need in order to process the island workshops.

The participatory plans will reflect in detail the following aspects:

1. Describe in detail the goal of the participatory process.
2. Include information about the case study and the specific

- area of reference.
3. Include a stakeholder analysis and mapping referring to all the interested stakeholders that are going to be part of the participatory process.
4. Include a workshop script describing in detail timing, material, goal, results and impact element of each part of the workshop.
5. Always include an evaluation process at the end.

Want to start now?

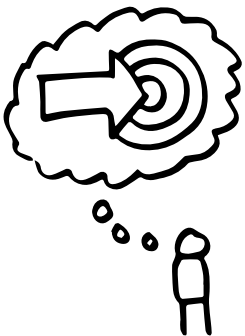
We've gathered 10 essential steps in our printable worksheet on the following pages.

Worksheet 1: Step by step guide 1/3

Simply print our
the next seven pages
and use them
as your worksheet.
We'll guide you through
the process.

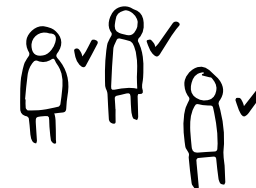
Step 1: Define Workshop Objectives. Clearly outline the objectives of the workshop – in our case, co-creating a concept for Island Workshops. Determine what specific outcomes you aim to achieve, whether it's brainstorming ideas, refining concepts, or - as in the case of the ISL project – developing a successful Island Workshop concept.

What are the objectives of your workshop?



Step 2: Invite the right people. Identify and invite key stakeholders who will contribute diverse perspectives to the concept. Ensure a balanced representation to enrich the cocreation process. Four main stakeholders who play roles in tourism development according to Goeldner and Ritchie (2005) are the tourist, the business providing tourist goods and services, which is entrepreneur, the government of the host community or area (e.g., local Municipality) and the host community, that is, the residents (Amoako et al., 2021). Speaking of more integrated local development approaches with a focus on cultural attributes, it is also essential to integrate local cultural associations and people active in preserving, mapping, and promoting local cultural identity. In addition, local characteristics could also necessitate the participation of a broader group of interested stakeholders that will be defined by case.

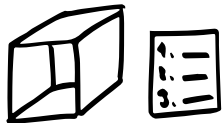
Who are the right people to invite in your case?



Worksheet 1: Step by step guide 2/3

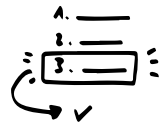
Step 3: Set the Agenda and find the right space. Create a detailed agenda that outlines the structure of the workshop. Include icebreakers, introduction to the concept, brainstorming sessions, inspiring breaks, group discussions, idea synthesis and presentations. Allocate time for each activity, ensuring a dynamic and engaging flow. Also, make sure to find the right workshop space that fulfils the needs of the group.

You can use worksheet 2 to start working on your agenda.



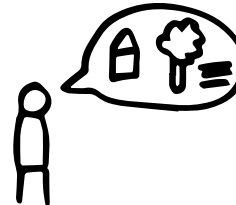
Step 4: Choose Facilitation Techniques. Select facilitation techniques that encourage open collaboration and idea generation. Techniques like brainstorming, design thinking exercises, group discussions, and interactive activities can foster creative thinking and ensure everyone's voice is heard.

Note down suitable facilitation techniques (or research them, if none come to mind).



Step 5: Provide Context and Inspiration. Before and during the workshop, share relevant materials that provide context about your topic, including success stories, challenges, and potential benefits. This background information will help participants create better results.

What is the necessary context for your workshop?



Step 6: Create Collaborative Tools. Prepare tools for participants to use during the workshop, such as sticky notes, markers, whiteboards, and digital platforms for virtual workshops. These tools will aid in capturing and visualizing ideas effectively. Encourage your participants to work visually, as that helps the imagination and usually fosters developing better ideas.

Which collaborative tools have you worked with?



Worksheet 1: Step by step guide 3/3

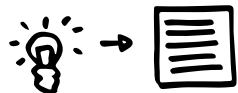
Step 7: Facilitate Idea Generation. During the workshop, guide participants through the idea generation process. Encourage them to think creatively, share personal experiences, and challenge assumptions. Capture all ideas, no matter how unconventional, to stimulate innovative thinking. It is always helpful to go big first, collecting as many ideas as possible, and later finding the common ground.

How can you motivate your participants to generate ideas?



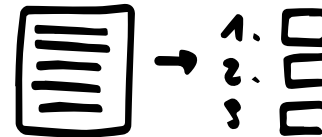
Step 8: Synthesize Concepts. Bring all participants together to present their group's concepts. Encourage open discussions and feedback. Identify common themes, promising ideas, and potential challenges. Facilitate the synthesis of these concepts into a unified island workshops concept. Let the group present the final result collectively and encourage creative presentation techniques, such as acting out the final result. This can contribute to creating a result that is easy to follow for people that were not part of the workshop.

Which creative presentation techniques do you know?



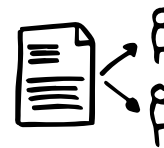
Step 9: Define Next Steps. Conclude the workshop by defining actionable next steps for further development of the island workshops concept. Assign responsibilities, set deadlines, and outline the plan for refining the concept based on the co-created ideas.

How can you make sure that the next steps will be made?



Step 10: Document and Share. Document the outcomes, ideas, and discussions from the workshop. Create a comprehensive report or presentation that captures the co-creation journey and the resulting island workshops concept. Share this with all participants and stakeholders for transparency and accountability.

Which ways of documenting a workshop do you know?



Worksheet 2: Co-creation agenda exercise

Create the schedule for your co-creative workshop.
We've started with some ideas, what can you add?

Day 1: Introduction to the theme and set the ground for initial discussions towards the goal of the workshop. The agenda was thoughtfully structured to facilitate engagement and productive discussions.

time	title	goal	co-creation method	materials	results
08:00 - 09:00	Preparation and arrival	<ul style="list-style-type: none"> Preparation of the room Registration Workshop Commencement Check in of the agenda of the day A round of introductions and check-in where participants share their strongest experience related to participation, followed by identifying common qualities 		<ul style="list-style-type: none"> coffee registration list sticky notes pens 	Participants are gathered, feel welcome and are aware of the process that will follow.
	Thematic presentations			<ul style="list-style-type: none"> presentations 	Learn about the theme we are going to work and get to know better the case study.
	Coffee break				

Worksheet 2: Co-creation agenda exercise

Day 1: Introduction to the theme and set the ground for initial discussions towards the goal of the workshop. The agenda was thoughtfully structured to facilitate engagement and productive discussions.

time	title	goal	co-creation method	materials	results

Worksheet 2: Co-creation agenda exercise

Day 2: Further deepen into the subject of the workshop and reaching its target by the end of the day.

time	title	goal	co-creation method	materials	results
09:00 - 11:00	Brainstorming about...	Small group sessions for crafting innovative ideas.	Brainstorming	<ul style="list-style-type: none"> sticky notes pens poster with brainstorming question 	Group interaction Collection of a pool of ideas
				<ul style="list-style-type: none"> presentations 	Learn about the theme we are go-ing to work and get to know better the case study.
11:30 - 13:30	Inspiring site visit		Collective walk		
13:30 - 14:30	Lunch brek				

Worksheet 2: Co-creation agenda exercise

Day 2: Further deepen into the subject of the workshop and reaching its target by the end of the day.

time	title	goal	co-creation method	materials	results
	Presentation setup	Introduce the context and setup for the upcoming presentation			
	Feedback and workshop end	Attendees complete a satisfaction survey. Internally discuss the day and tidy up the workshop space.	Collective walk		Evaluation of the whole process and smooth closing of the day



Speaking of island workshops that focus on this first step of the realization of a ICoP on sustainable cultural tourism practices, the visioning process is of high importance. Having discussed and documented the cultural and tourism values the participants will all work on a central question with the aim of answering what the future tourism development is they want with the target of articulating the vision for their island. The vision is fueled by the previous steps as a future image of the island based on the values of the people involved in the tourism and culture sectors. To build the vision the participants work as a single team and are asked to answer the following questions and a single vision statement will arise:

1. Which categories of tourists do we address? (Audience definition)
2. With what goal? What benefits do we expect?
3. What do we offer?
4. What are the values that govern this tourist model and represent us? (Keywords from previous processes)

For further reference please advise the three participatory plans in reference to the islands of Leros (Greece), Sardinia (Italy) and the city of Nicosia on the country-size island of Cyprus.

E. Conclusion and final remarks

Co-creation practices in general can be tricky but especially when it comes to the establishment of ICoP and the development of participatory actions on island regions there are some important aspects of high concern that you need to take into account:

1. Having spent a lot of time in the preparatory stage, we believe that there is a limit to the design. Even an excellent plan can never fully answer the question of what should be done in practice. This practically means that the transition from theory to practice involves risks, which a coordinator should take both on an individual and a collective level. The preparatory process, when systematic, is sufficient to create common ground. From then on, each member of the group acquires their own internal compass, knows what the group's boundaries are and, in most cases, can act independently without exceeding them. Planning is key, then, but risk and experimentation in the field are inevitable.
2. Island communities depending on their size tend to be characterized by strong relationships. This aspect can be both beneficial and tricky at the same time for the success rate of the community building process. Beneficial as it can help people express their needs and expectations from the process and also be more consistent with their obligations as members of the community. At the same time stronger bonds and closer communities may be more restricted in terms of

conflicts expression and elimination.

3. Expectations and proposals should be expected to fit the size and capacity of the case study, that's why the initiator of such initiatives should be adjustable and flexible to trigger local stakeholders to envision the future of their islands based on local characteristics and actual needs, respecting at the same time potential economic, social and environmental restrictions.
4. Respect local habits in terms of timetable preferences.

To conclude, building an ICoP is not an easy task but it can be effective and productive as soon as organized and targeted participatory actions are conducted. It is important to have a good understanding of the case study that you are going to work on, an understanding of local cultural and social dynamics and also an overview of the current state of the tourism activity as these elements can improve your work to eventually support the creation of ICoP starting with their common vision.

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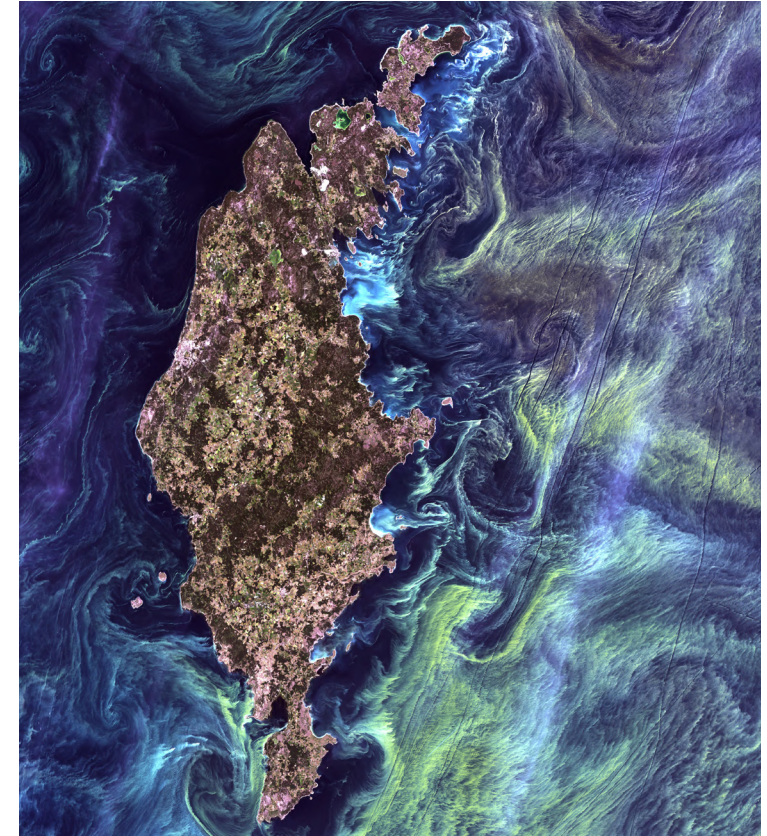
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